

Fundraising and Creating Sustainability
TIG Conference January 27, 2005
10:45- 12:15
Sustainability Session Ideas

These ideas were generated in a brainstorming session focused on the successes and challenges people face in making their website sustainable.

Challenge: Shift in attitude needs to occur – the website is not a separate item – it is part of the service delivery system within the state. This needs to happen to bring in participation and support.

Success: Incorporating the site into the state justice community

Client/Advocate – use the site for their own purposes to get them involved.

- Access to Justice Commission posting on the site in CO - meeting minutes, events, etc. – 2 staff from the bar oversee the committee
- Using the program site opportunity for others in the community (not just the legal service programs)

Included the sustainability plan of the website in the access to justice initiatives of the state – that includes the importance of funding the website.

Challenge: Websites need to reflect who we are as a community – staff can see this in the website – community can see it in the website – and funders can see that in the website.

- Bonnie Allen’s materials on marketing from NLADA are helpful in looking at this: “Recommended Components of a Communications Strategy

<http://www.nlada.org/DMS/Documents/1039117816.63/components%20of%20a%20strategy%20to%20build%20community%20support.pdf>

“The Poverty Tour” using this on your site for education about the community serve.

<http://www.usccb.org/cchd/povertyusa/tour2.htm>

Challenge: Staffing – shrinking because of funding cuts.

Success: Using volunteers –

Coordinating – Law Students require supervision

The cost/benefit of volunteers.

When people buy into the site – the enthusiasm they can bring can be used to develop/maintain/market the site.

Success: Using Law Students

Look for what your law student/volunteer and others CAN bring – (not what you wish and hope they can bring)

- Law Students – advocate content or explanations – summaries
- Share job descriptions – successful points that they can provide

Challenge – Create a plan in which your target audience becomes increasingly dependent on coming to your site.

- Key partnerships (social services? Schools?)

Challenge – As site content grows and the dependency on the site grows – staffing requirements grow. Discussions have demonstrated 4 roles you need in the site – Content – Outreach – Training – Technical

Success: Partnerships with community ed groups and staff – both a challenge and opportunity – trying to cut back on their workload for using the site.

Do you already have a community outreach publication system?

Use that system to integrate into the website it is part of the workflow.

If you do not have that system, how do you create that system of publications within your staff – can you connect the website content with already existing positions?

Challenge: Create an advocate side that is being used and is effective will be supported by staff – they won't want or let the program be lost.

Success: Private attorney referral program - the pro bono site will become the referral site managed by the private attorney referral through the website – with the goal of making the referral system more efficient.

Website can bring together staff doing the same types of work – that haven't been brought together before.

Fundraising:

- Do you want/have a separate budget for the website?

-Dilemmas of online fundraising

Direct to the various stakeholders?

Is it even worth it?